

2008 NPS CONFERENCE CLOSING SESSION NOTES BEHAVIOR CHANGE

1. Strategies for Outreach – What
2. Current : future focus
3. How do you predict behavior to NPS solutions.

General Questions/.Comments

- Does the RWQCB and State Board contribute to outreach efforts?
 - i. Take our NPS Conference on the Road.
- Public Knowledge of what NPS is
 - i. Make it less intimidating for the public
- Tie NPS to other benefits
 - i. Power Conservations
 - ii. Lower Water bills
- Struggle between upstream and downstream attitudes.
- Building relationships
 - i. Agencies/State are not included (typically) in NPS issues and Projects
 - ii. Tribal, Education
- Message –Clear/concise- consistent; show patience; digestible
- Building Relationships between State Agencies; Parties involved
- Present to higher education beyond elementary school.
 - i. Get Kids more involved
 - ii. Could be useful for language barrier.
- Use enforcement action for those parties who wish to proceed.
- Change in thinking for whole county
 - i. Buy, buy, buy
 - ii. Regulate use
- How do we relate Water Quality and Water supply to livelihoods of each individual.
 - i. Education/Strategy
 - ii. What does each community need?
- Teachers do not have the resources to teach NPS/Watershed
 - i. 2009 /2010- Ca. Mandate for Dept of Education to include environmental education
 - ii. Water Education Models in School
 - iii. Prop 40
- Need Technical Resources for General Public to Implement Water Conservation Needs.
 - i. City of Santa Monica- Good Example
- Have Owners take larger role
- Have cities give credits to owners who implement better water management practices

- We have to show benefits.
- Alter Tax Structure
- Permit Coordination / Bring Agencies together and work.
- Education of the Public and Decision Makers
 - i. Reach Your Audience- Change the Message
- Giving Incentives
 - i. What the interest is, expand the message.
- Coordination between Permitting agencies and city planners
- How do fund Outreach?
- Education must be tied to implementation.